

HOSEASONS *inspire*

Marketing Plan



HOSEASONS



inspire

2025 Campaign **‘Best of UK’**

Hoseasons will be our principal supplier partner for our ‘Best of UK’ theme - spread across the remainder of 2025.

This will encompass a dedicated push on Hoseasons properties, and their sales messages, across all platforms; social media, email marketing, blogs and magazines.

The aim is to continue to drive across the value of staycations, particularly to our key target areas such as Family Fund, Charity customers and across our Homeworking network.



Magazine

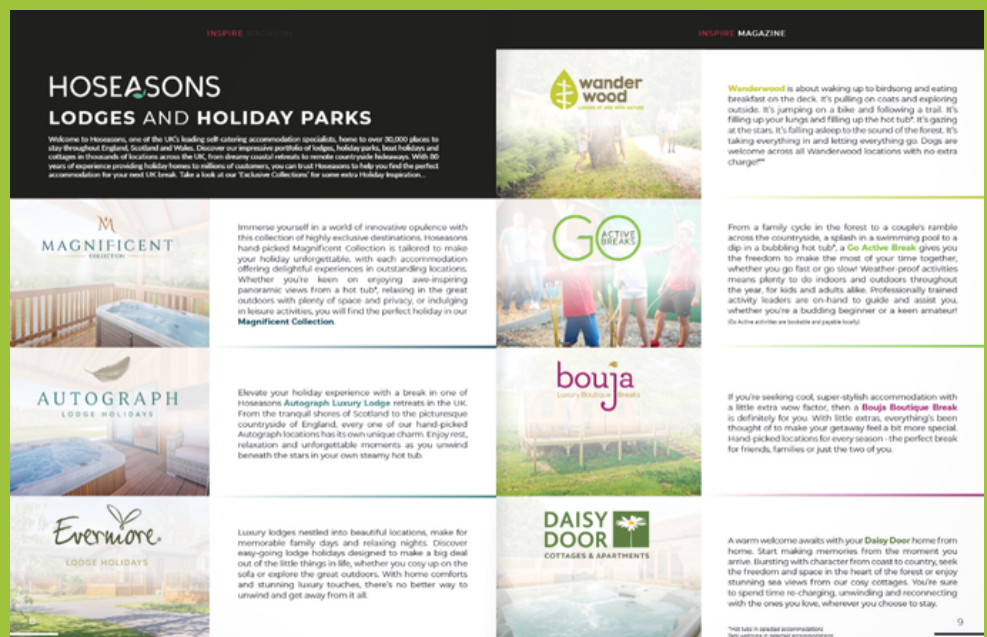
Our 'Inspire Magazine' Staycation edition will be refreshed, to drive attention towards the properties and locations provided by Hoseasons.

The magazine goes out across our website, our social media, a corresponding e-mail and is offered to be personally branded to all our Homeworkers for their networks.

This magazine is also our 'shop-front' for advertising available product to our gift-card market, as it is sent to all the gift-card suppliers.

Released: 18th November

Product needed by: 4th November



Blogs

As part of our sustained 'Best of UK' drive, we will be producing blogs on a monthly schedule, sponsored by Hoseasons. We require the content you'd like to push for each month, by the 1st of each corresponding month.

October: The Best Hot Tub Breaks, sponsored by Hoseasons

November: Pet Friendly Holidays Tips & Tricks, sponsored by Hoseasons

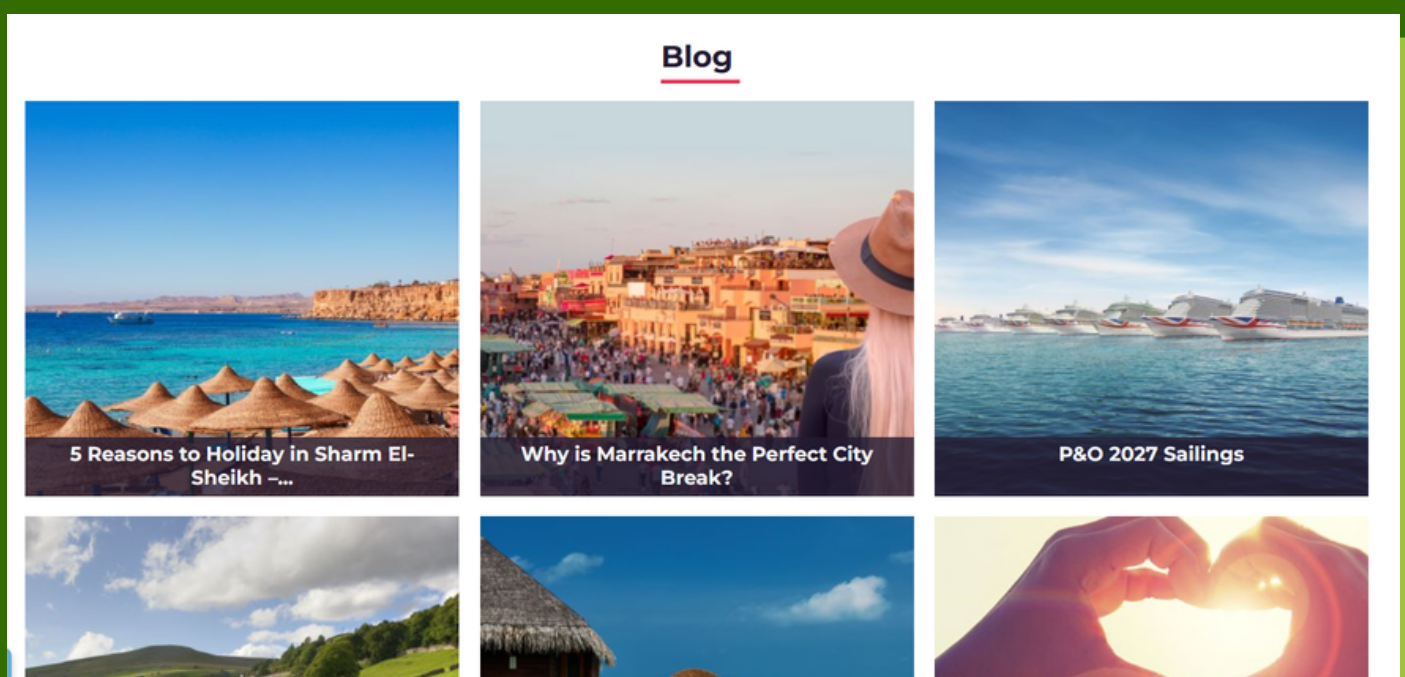
December: Fun Family Break Recommendations, sponsored by Hoseasons

January: Where To Take The Family During The School Holidays, sponsored by Hoseasons

February: Romantic Breaks For You & Your Partner, sponsored by Hoseasons

March: Hoseasons; the Best of UK

These will sit prominently on our website as below:



E-Shots

A key element of our marketing is our e-shots; they align all the separate elements into 1 key streamlined delivery to our email database.

We have a high open and click-through rate, and our database is constantly increasing due to new customers and new gift-cards or charity bursaries.

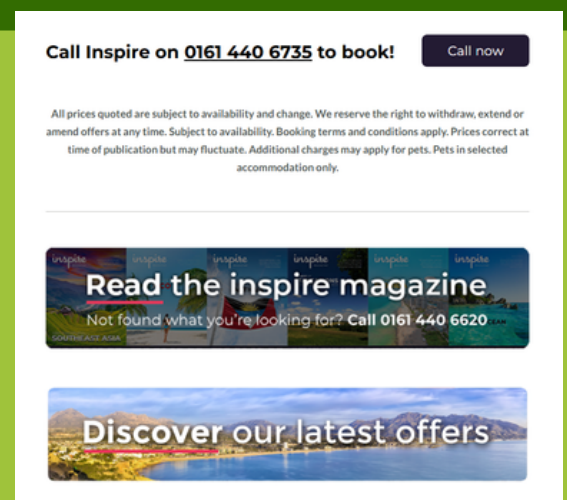
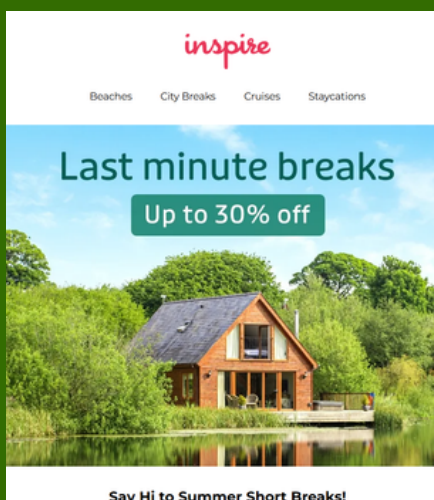
Our E-Shot calendar is as follows:

October 6th - 'Best of UK' Campaign Launch

November 17th - 'Best of UK' Magazine Release

December 29th - 'Best of UK' Product Push

We would require the key sales messages and offers you wish to push for these emails 2 weeks before the scheduled date please.



Socials

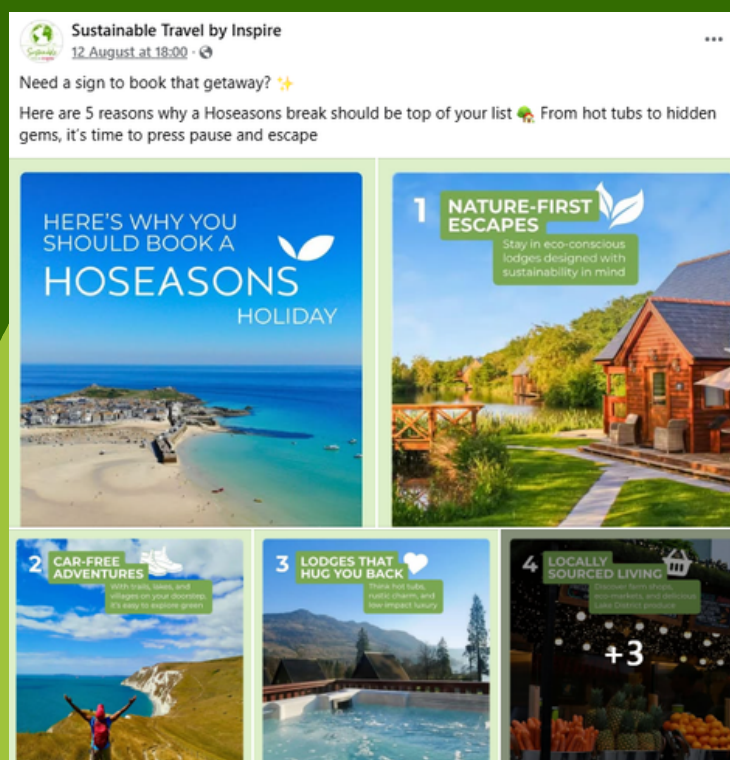
As always, we will continue to showcase Hoseasons across our social media channels (namely our Travel by Inspire and Sustainable Travel by Inspire accounts).

Working with an outside agency, we will have a well-planned, targeted push on your brand with relevant assets and offers to coincide.

As well as this, all the social assets + offers that Hoseasons send across will be shared across our 100+ Homeworkers - and customised for their businesses when requested. Hoseasons will feature heavily in our marketing plan for the Homeworkers, who receive a 'Daily Offer' everyday from Head Office to push.

The scope of this reach is amazing - and we have seen increased leads and conversions off the back of the new social media strategy.

If there are any particular properties or messages you wish to push across socials, please let us know by the start of each month and we can advise the team accordingly.



UK Destination Focus

Each month for our 'Best of UK' push, we will feature a specific destination across our platforms as a focus/showcase. These will help to fill our marketing calendar for ITAs, and will have corresponding blogs to push the sales messaging:

October - Lake District

November - Scotland

December - Somerset/Cornwall

This will help drive attention to Lodges and Properties in those areas each month, so if you could please let us know any you wish to push by the start of the corresponding month please.



Your Inspire Contact

Henry Archer will be overseeing this campaign and will be your primary contact for all offers and information.

**henry.archer@inspireemail.co.uk &
marketing@inspireemail.co.uk**

Monthly catch-ups can be arranged and scheduled, to run through the campaign and discuss the month ahead.

We will also keep you in the loop for all events/conferences/training opportunities as Hoseasons are always welcomed and well received by our Head Office and Homeworkers.

We look forward to continuing our work with Hoseasons and can't wait to launch our 'Best of UK' campaign with Hoseasons.